

ABSTRACT OF THE DISCLOSURE

A Customer Relationship Management (CRM) system accesses customer transaction data from a database managed by a Relational Database Management System (RDBMS), and then performs a pattern detection function using the customer transaction data, wherein the
5 pattern detection function finds patterns in customer purchasing behavior, as evidenced by the customer transaction data, related to a sequence of when purchases occur. Specifically, the pattern detection function finds the patterns in the customer purchasing behavior by comparing a focal product set to an analysis product set over a specified time interval.

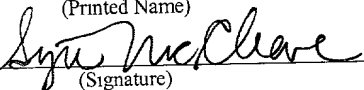
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